GRAPHIC COMMUNICATIONS TECHNOLOGY 40

Description:

This program is designed for students interested in a career in Graphic Arts Technology. This course is set up as an in-plant printing facility with the students participating in its entire operation. Students will rotate to various jobs in the lab as they perform each step towards the finished product. Students will learn to master all graphic communication operations and procedures from the preceding courses. They will also learn marketing skills, printing estimating, advertising, bookkeeping and production control. Jobs produced in this course will be production work for the school, and student's personal work in all areas of graphics, sign making, screening, printing and dye-sublimation.

Course Overview

Course Objectives	Essential Questions	Assessments
Students should be able to: • manage a professional portfolio for graphic communications. • utilize software used by print, web, and interactive designers. • become proficient using graphics programs, being able to handle importing and translating both vector and bitmap images. • describe the importance of developing a project from concept thru completion. • demonstrate employability skills needed to acquire and maintain employment in the graphic design industry. • apply the methodology of graphic design as it relates to project application, criticism, and theory.	• Why is a professional portfolio for graphic communications an integral component of a designer's career? • What is the importance of following ethical guidelines while working as a designer in print, web and interactive design? • Why is it important to understand and utilize software used by print, web, and interactive designers? • What is learned by developing a project from concept thru completion? • Why is the ability to both give and receive criticism an essential value in a graphic communications environment? • What role does personal responsibility play in the employment and success of someone employed in the field of graphic communications? • What value does marketing research have in the graphic communications industry?	• Portfolio • Research documentation • Client/Designer Contract • Critique Process of Refined Work

Content Outline
 	
   I. Unit 1 - Portfolio
  II. Unit 2 – Professional Practices
 III. Unit 3 – Employability Preparation
 IV. Unit 4 – Advanced Problem Solving/Methodology
	Standards
	
	https://www.georgiastandards.org/standards/Georgia%20Performance%20Standards%20CTAE/Advanced_graphic_design.pdf	

Pacing Guide				
1st Marking Period	2nd Marking Period		3rd Marking Period	4th Marking Period
Unit 1 **Portfolio** 12 weeks	Unit 2 **Professional Practices** 3 weeks	Unit 3 **Employability Preparation** 3 weeks	Unit 4 **Advanced Problem Solving/Methodology** 18 weeks	

Unit 1- Portfolio, 12 weeks [top](#)

Standards

ACCT-AGD-1 Students will understand and demonstrate the development of a professional portfolio.

Unit Objectives	Essential Question	Assessments
Students will be able to: • describe the development of a professional portfolio. • list the criteria for selecting artwork. • develop a professional resume. • practice giving and receiving constructive criticism of portfolios.	• Why is a professional portfolio for graphic communications an integral component of a designer's career? **Focus Questions** • What is the importance of following ethical guidelines while working as a designer in print, web and interactive design? • Why is critiquing an important skill in graphics?	• Portfolio • Critique Process of Refined Work **Skill Objectives** Students will: • collect and refine all previous graphic design projects. • list characteristics and content of portfolios for employment and postsecondary admissions. • critique various types of packaging (case, digital, web pages).

Unit 2 –Professional Practices, 3 weeks top

Standards
    ACCT-AGD-2 Students will study professional business ethics utilized throughout the graphic design industry.

Unit Objectives	Essential Question	Assessments
Students will be able to: • research suggested pricing and ethical guidelines as established by the Graphic Artists Guild and the Association of Independent Graphic Arts (AIGA). • analyze professional business ethics utilized throughout the graphic design industry. • describe the importance of contracts used in graphics communications business.	• How do designers benefit by following ethical guidelines as established by the Graphic Artists Guild and the Association of Independent Graphic Arts (AIGA). **Focus Questions** • Why are ethics important in business? • What do ethical practices look like in the graphics industry? • Why are contracts important in business?	• Client/Designer Contract • Research documentation **Skill Objectives** Students will: • create a simulated professional client/designer contract. • explore pricing options for various graphic design applications. • research billing practices and effective operating procedures.

Unit 3- Employability Preparation, 3 weeks top

Standards
ACCT-AGD-3 Students will determine requirements for selected careers.

Unit Objectives	Essential Question	Assessments
Students will be able to: • study and practice the employability skills needed to acquire and maintain employment in the graphic design industry. • examine post-secondary educational requirements for selected careers. • explore how to locate job listings though a variety of sources.	• What makes a person more employable than another? **Focus Questions** • What is the value of keeping appropriate working relationships with all participants of the work environment? • What jobs are available in the field of graphics and what required skills/qualifications are needed for each?	• Research documentation • Projects **Skill Objectives** Students will: • complete a practice job application form. • study the fundamentals of employer/employee, client/designer working relationships. • research job listings though a variety of sources (internet, clubs, associations, networking).

Unit 4 – Advanced Problem Solving/Methodology, 4 weeks top

Standards
> **ACCT-AGD-4 Students will understand the importance of developing a project from concept thru completion.**
> **ACCT-AGD-5 Students will explore the process of project production.**
> **ACCT-AGD-6 Students will explore digital imaging and multimedia.**

Unit Objectives	Essential Questions	Assessments
Students will be able to: - study the methodology of graphic design as it relates to project application, criticism, and theory. - describe the importance of developing a project from concept thru completion. - explore the process of project production. - explore digital imaging and multimedia.	- Why is it important to understand and appropriately utilize software used by print, web, and interactive designers? - What is learned by developing a project from concept thru completion? **Focus Questions** - What is the value of brainstorming? - Why does the target audience matter in the process of design and production? - How does the project budget impact the design process?	- Advanced Projects **Skill Objectives** Students will: - formulate strategies for brainstorming and organizing content. - explore different target audiences and the most effective media selection. - evaluate the performance of existing marketing strategies. - employ terminology in the field of graphic design. - apply creative thinking skills to artistic problems, such as rhetoric. - design a self-marketing logo and collateral (business card, letterhead). - design self-promoting product (brochure, website, podcast). - prepare a time line and budget for selected project. - list steps and resources needed for project completion. - create a package design. - identify a client and design a promotional poster on their behalf. - design and produce a product and corresponding packaging. - design an information site for the web. - design identity and promotional products for a non-profit organization. - research, layout, and produce a booklet in the style of a well-known graphic designer. - define the application of digital photography in electronic imaging. - define basic terms associated with digital photography. - identify various formats for saving electronic images (JPEG, TIFF, PSD, EPS).